



Salesforce

MCC-201 Exam

Link Your Salesforce Data using Marketing Cloud Connect Exam

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Question 1. (Multi Select)

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A: Use Data Designer in Contact Builder to relate the two data extensions.
- B: Utilize Entry Data on a Decision Split within Journey Builder.
- C: Create a Data Relationship in Email Studio to relate the two data extensions.
- D: Configure activities within Automation Studio to update the purchase data.

Correct Answer: A, D

Question 2. (Single Select)

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent day before the appointment date at 10 a.m and the appointment record should be updated in the patient was sent a reminder email.

What solution could be recommended?

- A: Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
- B: Create a journey with CRM date based entry source, and use Journey Builder activates to send a reminder and update the record in CRM.
- C: Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
- D: Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey with activates a reminder and updates the record in CRM.

Correct Answer: B

Question 3. (Multi Select)

Northern Trail Outfitters recently upgraded their preference center to allow customers to indicate which products they are interested in and to have the ability to opt up and down in send volume. They would like to configure the Delivery Options in a Journey Builder Email Activity to take these new data points into account.

Which two options could allow them to meet the requirement?

Choose 2 answers

- A: Suppression List
- B: Publication List
- C: Auto-Suppression List
- D: Domain Exclusion

Correct Answer: A, B

Question 4. (Single Select)

A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- A: Create an auto-suppression list populated with subscriber keys.
- B: Populate a list using a query to exclude the subscriber key.
- C: Create an exclusion list with the known email addresses.
- D: Create an auto-suppression list populated with the known email addresses.

Correct Answer: D

Question 5. (Single Select)

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.

What consideration could be provided to help with the decision?

- A: Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- B: Custom profile and subscription centers will not be required.
- C: Once an account is upgraded to Multi-Org, it cannot be turned off.
- D: Existing accounts cannot be upgraded to Multi-Org.

Correct Answer: C



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A large yellow arrow points to the right, indicating the direction of the study guides. A man in a light blue shirt is shown thinking with his hand on his chin. Three circular icons show groups of people: a man and a woman, two men, and a man and a woman. A hand holds a fan of US dollar bills.